



WPTV

ORDER

Print Date 10/23/12

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Flight Dates **10/29/12-11/05/12**

Contract / Revision **315400 /**

Original Date / Revision
10/19/12 10/22/12

Advertiser **Republican Party of FL - 3 P**

Agency **McLaughlin & Associates**

Buying Contact

**919 Prince Street
Alexandria, VA 22314**

Product

RPOF 3 PAC (Bogdanoff, Gardiner,

Agency Com 15%

Billing Contact

**566 South Route 303
Blauvelt, NY 10913**

Sales Office EWSDC

Sales Region NAT

Agency Ref

Order Sep 00:20:00

Estimate # **614**

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A25-54

Rev Codes POL POL CAND

Product Codes PL

Priority FX

Advertiser Ref

Primary Account Executive
Marta Salazar-Perren

Account Executive	Order%	Start Date	End Date
Marta Salazar-Perren	100%		

Order Share % Market Value

Competing Station	% of Order	Amount
CABLE	%	
UNKWN	100%	
WFGC	%	
WFLX	%	
WPBF	%	
WPEC	%	
WPPB	%	
WPXP	%	
WTCE	%	
WTCN	%	
WTVX	%	
WXEL	%	

Order Totals

Month	# of Spots	Net Amount	Gross Amount	Rating
November 2012	38	\$37,995.00	\$44,700.00	0.00
Totals	38	\$37,995.00	\$44,700.00	0.00

Billing Plan

Start Date	End Date	# Spots	Net Amount	Gross Amount
10/29/12	11/05/12	38	\$37,995.00	\$44,700.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N 1	WPTV	11/05/12	11/05/12	M-F 6-7a M-F 6-7a	CM	6-7a	M-----	:30	1	\$1,200.00	FX	0.00	NM	1	\$1,200.00
<div> <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 11/05/12 11/11/12 M----- 1 \$1,200.00 0.00 </div>															
N 2	WPTV	10/30/12	11/01/12	M-F 6-7a M-F 6-7a	CM	6-7a	-1-1---	:30	2	\$1,200.00	FX	0.00	NM	2	\$2,400.00
<div> <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/29/12 11/04/12 -1-1--- 2 \$1,200.00 0.00 </div>															
N 3	WPTV	11/05/12	11/05/12	M-F 7-9a M-F 7-9a	CM	7-9a	M-----	:30	1	\$1,500.00	FX	0.00	NM	1	\$1,500.00



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Contract / Revision

315400

Flight Dates **10/29/12-11/05/12**

Hiatus Dates

Original Date / Revision 10/19/12/ 10/22/12

Order Sep 00:20:00

Advertiser **Republican Party of FL - 3** | Product **RPOF 3 PAC (Bogdanoff, G)** | Estimate # **614**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N 3	WPTV	11/05/12	11/05/12	M-F 7-9a M-F 7-9a	CM	7-9a	M-----	:30	1	\$1,500.00	FX	0.00	NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	M-----					1	\$1,500.00		0.00			
N 4	WPTV	10/29/12	11/02/12	M-F 7-9a M-F 7-9a	CM	7-9a	11111--	:30	5	\$1,500.00	FX	0.00	NM	5	\$7,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	11111--					5	\$1,500.00		0.00			
N 5	WPTV	10/29/12	11/02/12	M-F 10-11a M-F 10-11a	CM	10-11a	1---1--	:30	2	\$575.00	FX	0.00	NM	2	\$1,150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	1---1--					2	\$575.00		0.00			
N 6	WPTV	11/05/12	11/05/12	M-F 12p NEWS M-F 12n-1p	CM	12-1p	M-----	:30	1	\$500.00	FX	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	M-----					1	\$500.00		0.00			
N 7	WPTV	10/30/12	11/01/12	M-F 12p NEWS M-F 12n-1p	CM	12-1p	-1-1---	:30	2	\$500.00	FX	0.00	NM	2	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-1-1---					2	\$500.00		0.00			
N 8	WPTV	10/29/12	11/01/12	M-F 4p-5p M-F 4p-5p	CM	4-5p	1--1---	:30	2	\$725.00	FX	0.00	NM	2	\$1,450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	1--1---					2	\$725.00		0.00			
N 9	WPTV	11/05/12	11/05/12	M-F 5-530p M-F 5-530p	CM	5-530p	M-----	:30	1	\$1,600.00	FX	0.00	NM	1	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	M-----					1	\$1,600.00		0.00			
N 10	WPTV	10/29/12	10/31/12	M-F 5-530p M-F 5-530p	CM	5-530p	111----	:30	3	\$1,600.00	FX	0.00	NM	3	\$4,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	111----					3	\$1,600.00		0.00			
N 11	WPTV	11/01/12	11/02/12	M-F 530-6p M-F 530-6p	CM	530-6p	---11--	:30	2	\$1,600.00	FX	0.00	NM	2	\$3,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	---11--					2	\$1,600.00		0.00			
N 12	WPTV	11/05/12	11/05/12	M-F 6-630p M-F 6-630p	CM	6-630p	M-----	:30	1	\$1,800.00	FX	0.00	NM	1	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	M-----					1	\$1,800.00		0.00			
N 13	WPTV	10/29/12	11/01/12	M-F 6-630p M-F 6-630p	CM	6-630p	1--1---	:30	2	\$1,800.00	FX	0.00	NM	2	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	1--1---					2	\$1,800.00		0.00			
N 14	WPTV	11/05/12	11/05/12	M-F 7-730p M-F 7-730p	CM	7-730p	M-----	:30	1	\$950.00	FX	0.00	NM	1	\$950.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	M-----					1	\$950.00		0.00			
N 15	WPTV	10/30/12	11/01/12	M-F 11-1135p M-F 11-1135p	CM	11-1135p	-1-1---	:30	2	\$1,400.00	FX	0.00	NM	2	\$2,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-1-1---					2	\$1,400.00		0.00			



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Contract / Revision **315400** Flight Dates **10/29/12-11/05/12**

Hiatus Dates

Original Date / Revision 10/19/12/ 10/22/12

Order Sep 00:20:00

Advertiser **Republican Party of FL - 3 I** Product **RPOF 3 PAC (Bogdanoff, G)** Estimate # **614**

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N15	WPTV	10/30/12	11/01/12	M-F 11-1135p M-F 11-1135p	CM	11-1135p	- 1- 1- - -	:30	2	\$1,400.00	FX	0.00	NM	2	\$2,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	- 1- 1- - -					2	\$1,400.00		0.00			
N16	WPTV	10/31/12	10/31/12	Wednesday Prime B Law & Order SVU	CM	9-10p	- - W- - - -	:30	1	\$2,500.00	FX	0.00	NM	1	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	- - W- - - -					1	\$2,500.00		0.00			
N17	WPTV	11/03/12	11/03/12	Sa 8-10a Sa 8-10a	CM	8-10a	- - - - - S-	:30	1	\$850.00	FX	0.00	NM	1	\$850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	- - - - - S-					1	\$850.00		0.00			
N18	WPTV	11/03/12	11/03/12	Notre Dame Notre Dame	CM	12p-11p	- - - - - S-	:30	2	\$600.00	FX	0.00	NM	2	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	- - - - - S-					2	\$600.00		0.00			
N19	WPTV	11/03/12	11/03/12	Sa 7p News Sa 7p News	CM	7-730pm	- - - - - S-	:30	1	\$850.00	FX	0.00	NM	1	\$850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	- - - - - S-					1	\$850.00		0.00			
N20	WPTV	11/04/12	11/04/12	Su 7-8a Su 7-8a	CM	7-8a	- - - - - S	:30	1	\$500.00	FX	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	- - - - - S					1	\$500.00		0.00			
N21	WPTV	11/04/12	11/04/12	Su 8-9a Su 8-9a	CM	8-9a	- - - - - S	:30	1	\$1,075.00	FX	0.00	NM	1	\$1,075.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	- - - - - S					1	\$1,075.00		0.00			
N22	WPTV	11/04/12	11/04/12	SU 10-11am To the Poir SU 10-11am To the Point	CM	10-11am	- - - - - S	:30	1	\$425.00	FX	0.00	NM	1	\$425.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	- - - - - S					1	\$425.00		0.00			
N23	WPTV	11/04/12	11/04/12	Su 6p Su 6p	CM	6-630p	- - - - - S	:30	1	\$850.00	FX	0.00	NM	1	\$850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	- - - - - S					1	\$850.00		0.00			
N24	WPTV	11/04/12	11/04/12	Su 1130p-1205a after NFL 1130p-12x After NFL	CM	1130p-1205a	- - - - - S	:30	1	\$1,000.00	FX	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	- - - - - S					1	\$1,000.00		0.00			
Totals														38	\$44,700.00